MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2019/2020

BMK2034 – MARKETING STRATEGY

(All sections / Groups)

14 OCTOBER 2019
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of 1 page (excluding cover page) with 4 Questions only.

2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.

3. Please write all your answers in the Answer Booklet provided.

ANSWER ALL QUESTIONS

QUESTION 1

During the implementation stage of a marketing plan, the management initiates **THREE (3)** formal control mechanisms in order to ensure that all activities planned are in order and are carried out efficiently. Explain these controls.

(25 Marks)

QUESTION 2

A well planned marketing strategy is one that is people-driven. It is generally about the people inside the organization trying to find ways to deliver exceptional value by fulfilling the needs and wants of others outside the organization. Suggest **FIVE (5)** elements that are important in customer focused strategic planning.

(25 Marks)

QUESTION 3

After identifying a strategic focus, marketing managers then need to outline their statement of desired accomplishments by way of objectives and goals. Goals are expressed in general terms and do not contain specific information about where the organization presently stands. Well planned marketing goals have **FIVE (5)** characteristics. Explain them thoroughly.

(25 Marks)

QUESTION 4

The stages in the buying process depict a range of possible activities that may occur as consumers make purchase decisions. Consumers may spend less time in certain stages or at times may follow the stages out of the normal sequence. Explain **FOUR (4)** factors that affect the consumer buying process.

(25 Marks)

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